

Bicycle Helmet Initiative Overview & Guidelines

Description:

Bicycle safety and education is an integral part of the Division of Bicycle and Pedestrian Transportation's purpose. To promote bicycle safety, which includes helmet usage, the Bicycle Helmet Initiative selection process has been revised to broaden its outreach. Selection for award will no longer be limited to government agencies only. Helmets will be awarded and distributed once per calendar year and awardees will have up to 12 months to host their program. Selected applicants meeting the criteria will be awarded helmets to distribute to low income children.

Goal:

The primary goal of the Bicycle Helmet Initiative is to reduce child bicycle fatality, and serious injuries, including head trauma, in NC.

Funding:

Funding for the Bicycle Helmet Initiative is made possible through the ["Share the Road"](#) specialty license plate. Persons dedicated to bicycle safety in North Carolina have continued to support this initiative and have made thousands of helmets available to children.

Guidelines:

Applicants are encouraged to partner with groups in the community to extend the outreach of bicycle safety awareness. Examples of partners include the police departments, parks and recreation departments, health departments or community centers and non-governmental groups.

Applicants will provide contact information for the person who will be overseeing the bicycle safety program where helmets will be distributed. All questions on the application must be completed. There is one question that allows for a description of your program that has a maximum of 500 words. This is an opportunity to tell us a little about your community and the program you are planning.

Consideration will be given in the selection of candidates to create equitable distribution of awards throughout the geographic regions of the state. This will encompass the review of various population sizes and groups applying for awards. In addition, a small group category is setup to award at minimum five (5) individual awards for this upcoming award cycle.

To be considered for the Bicycle Helmet Initiative Award the application is to be filled out completely and submitted by the application deadline. Each awardee will receive equal amounts of helmets for their program unless they specifically request less than the maximum of twenty four (24) helmets. The Division of Bicycle and Pedestrian Transportation reserves the right to increase or decrease the amount of helmets awarded based on the availability of funds.

Criteria/Requirements for Applying:

- Applicants must be a North Carolina resident and activities must take place in North Carolina.
- Helmets should be distributed to low income children.
- Bicycle safety programs should consider ways to identify and invite children in the community who would benefit most from receiving a helmet through this initiative.
- Bicycle helmet distribution is intended to coincide with a bicycle safety education program.
- Helmets can't be received for personal need.
- Helmets can't be sold.

- Helmet distribution must take place within 12 months after receiving helmets.
- Awardees will submit a report on their bicycle program within 15 months following receipt of helmets (Final bicycle program report submittal date for each calendar year will be June 30th).

Important Dates:

Key dates for the 2015 Bicycle Helmet Initiative cycle.

Activities	Dates
Call for Applications	July 30, 2014
Application Submission Deadline – 5:00 pm	October 31, 2014
Award Notification	January 15, 2015
Awardees Receive Helmets	April 30, 2015
Final Bicycle Event Report Submission Deadline	June 30, 2016

For questions please call (919) 707-2600 or contact us at <http://www.ncdot.gov/bikeped/contact/> select Safety and Education.

Application Submission:

Each application should be filled out completely and received at NCDOT by e-mail or delivery no later than 5:00pm October 31, 2014.

E-mail Address:

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 Application
 Email: joanngreene@ncdot.gov
 Attachment preference format: PDF

Mailing Address:

For UPS, Fed Ex, etc. or hand delivery:

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